

Content guidelines for submissions on Workforce Futures Centre

The purpose of [Workforce Futures Centre](#) is to share toolkits, resources and best practice to support the delivery of local workforce plans as well as the wider Greater Manchester Health and Social Care Workforce Strategy.

The following guidance will help develop and provide all the necessary details to promote your work aligned to one of the Greater Manchester (GM) workforce priorities (Talent Development and System Leadership, Grow Our Own, Employment Offer and Brand, Filling Difficult Gaps) and/or your locality workforce priorities.

It will help convey the message in a structured, relevant and easy to understand style for wide external dissemination through the Workforce Futures Centre.

1. Does the content represent the final and approved publishable draft within your organisation/team?
2. What are the key messages that you want to get across?
3. Who are the key stakeholders/audience?
4. Is there a call to action/promotion of work/raising awareness?
5. How does this work meet the GM workforce priorities?
6. How does this work meet your locality workforce priorities?
7. Is the content easily understood by people not working in the NHS and/or Local Authorities?
8. What is the impact on service user/community/locality/GM?
9. Is funding involved? If yes, then please check the following
 - Where is the funding coming from?
 - How much is it?
 - What it will be used for?
 - Who can apply for it and how?
 - How will it be allocated?

The content will be reviewed by the Workforce Futures Team editorial team based on the above questions and the following criteria:

1. The work described is relevant to the GM geographical region and the GM workforce priorities as identified in the GM Health and Social Care Workforce Strategy.
2. The work described subscribes to the principles of Equality & Diversity.
3. The content was developed in an ethical manner as per copyright/IP principles or with the permission of their respective author(s).
4. The content does not display discriminative, offensive, non-ethical and violent-inducing language and/or attitudes.
5. The content is written in an easy to follow manner without the use of jargon unless necessary.

6. According to new GDPR regulations, no personal data will be shared unless it is the user's own personal data.

The content must be submitted via the 'Content Submission Form' with all the necessary supporting materials (if applicable) to the Workforce Futures Centre editorial team on gm.workforce@nhs.net

The editorial team has final editorial decision and will review the text to ensure it follows the above guidelines and meets the purpose and content style published on the platform. An answer will be provided within 48 business hours from receiving the form.

For further queries, please contact the Workforce Futures Centre editorial team at gm.workforce@nhs.net

